

**REGISTRATION:** The registration fee, including course materials and luncheons, is \$250 for the first participant and \$225 for others from the same organization. Checks for registration should be made payable to The Institute for Advanced Technology. Classes will begin at 9:00 a.m. and end at 5:00 p.m. daily.

to the publicly offered program, The Institute for Advanced Technology offers seminars at the clients' premises or at special IAT facilities. The presentation of special sessions may be a replica of the regularly scheduled program, or they may be specially tailored to meet clients' requirements.

*The Institute for Advanced Technology*



—presents—

# MICROFILM INFORMATION SYSTEMS

with

**THREE  
3-DAY SEMINARS**

on

April 1-3, 1970  
Washington, D.C.

April 22-24, 1970  
San Francisco, Calif.

May 20-22, 1970  
New York, N.Y.

## IAT SUBJECTS:

- Basic Systems and Procedures Including Data Processing Concepts
- Business Planning Through Input/Output Analysis
- Executive's Role in Data Processing
- Introduction to Linear Regression Models
- Introduction to Management Science/Operations Research
- Management Information Systems
- Multi-Media Information Systems
- Sales Forcecasting

**ABOUT IAT:** The Institute for Advanced Technology is a natural outgrowth of Control Data Corporation's involvement in management education. The nature of computer-based methods made education an integral part of Control Data's operations from the beginning. This teacher-doe relationship is formalized in The Institute for Advanced Technology. IAT faculty members are drawn primarily from the ranks of Control Data Corporation's professional staff. Its curriculum is drawn from subjects in which these professionals are expert recognized for excellence in day-to-day application of the art and science of computer usage to the real problems of business and industry. Sharing these new skills through seminars in major cities management clients, and special inplant training programs is the main goal of The Institute for Advanced Technology.

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For further information, or to be placed on the mailing list for future announcements, write:

**REGISTRAR**  
The Institute for Advanced Technology



5272 River Road, Washington, D. C. 20016  
Phone: Area Code 301/652-2268, Ext. 245

## COURSE OUTLINE

**THE COURSE:** A heavy emphasis will be placed on microform selection, general microfilm systems concepts, systems evaluation, hardware considerations and state of the art limitations.

Informal problem solving discussions will be held at the end of each day's session. Registrants are therefore invited to bring background and supportive study data (feasibility studies, vendor proposals etc.) to the seminar for evaluation and discussion.

**WHO SHOULD ATTEND:** This introductory seminar is intended for systems analysts and management level personnel currently concerned with the feasibility, design, and implementation of a microfilm information system as well as for the individual desiring the information and knowledge required to intelligently determine the role of microfilm in the future of an organization. Team participation is recommended.

**THE INSTRUCTOR:** MR. PHILIP J. GARY is the President of Philip J. Gary and Associates, a consulting firm which specializes in Microfilm Information Systems. He has an extensive professional background in the Microfilm Systems field which includes the evaluation and selection of systems and the design and implementation of Microfilm applications for many large companies and governmental agencies. Mr. Gary has also aided in the design of much automated equipment in the microfilm field. Mr. Gary has a bachelor's degree in Business Administration from Adelphi University.

### INTRODUCTION

- Course Outline and Objectives
- Background and History of Microfilm and its uses
- Review of Currently Available Microforms
- Preparation
- Uses
- Advantages and Disadvantages of Each

### SYSTEM DESIGN CONSIDERATIONS

- Evaluation of the Need for a Microfilm Information System
- Cost Justification of a Microfilm Information System
- Input/Output Considerations and Problems
- Centralized vs. Decentralized Systems

### HARDWARE OVERVIEW

- Cameras
- Processors
- Readers
- Reader Printers
- Microform Duplicating Equipment
- Central Storage Devices
- Automated Retrieval Devices
- Closed Circuit Television Systems
- Magnetic Tape to Microfilm Devices (C.O.M.)
- Film to Tape Devices
- Indexing Techniques

### OPERATIONAL SYSTEMS

- Roll and Cartridge Systems
- Aperture Card Systems
- Microfiche and Microthin Jacket Systems
- Optically Encoded Microfilm Systems
- Ultrafiche Systems
- Videotape Systems
- Remote Transmission Systems

### SYSTEMS PRESENTATIONS

- Individual Systems Presentations
- Specific Problems of Registrants
- Discussion Forum and Summary

The right to cancel the seminar or to amend the syllabus is reserved.

**LOCATION:** Seminars are conducted at the hotels listed below. The cost of hotel rooms is not included in the registration fee. IAT does not arrange hotel reservations; however, the hotels will hold a block of rooms for seminar participants until two weeks before the seminar. Hotel reservation cards will be forwarded with registration confirmations. Please contact the hotels directly for reservations, mentioning IAT, Control Data Corporation; the seminar; and dates attending.

April 1-3, 1970

Sheraton Silver Spring  
8727 Colesville Road  
Silver Spring, Maryland 20910

April 22-24, 1970

Sheraton Palace Hotel  
639 Market Street  
San Francisco, California 94119

May 20-22, 1970

The Summit Hotel of New York  
East 51st Street at Lexington Avenue  
New York, New York 10022

The Sheraton-Silver Spring is a mile from the Capital Beltway and is easily accessible to the entire metropolitan area and by direct limousine service to Washington airports. The hotel offers free parking to seminar participants.